



Old Town San Diego Community Planning Areas

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Residential

Market Conditions:

- ❑ Desirable community image
- ❑ High home values and income levels found in neighboring community of Mission Hills
- ❑ Aging population segment with growing need for smaller unit types
- ❑ Demand for urban in-fill developments is strong in San Diego County, with walkable communities exhibiting value premiums
- ❑ Prevalence of Old Town tourist destinations provides retail, entertainment, and a variety of dining options
- ❑ Existing walkable environment is appealing to prospective residents
- ❑ Served by San Diego Trolley (transit options for residents)



Residential (Cont'd.)

Limiting Factors:

- ❑ Lack of vacant sites for new development

Overall Market Support:

- ❑ Near-Term (within 10 years): Strong
- ❑ Long-Term (beyond 10 years): Strong

Potential Development Opportunities:

- ❑ Mixed-use buildings with residential on upper floors with ground floor retail
- ❑ Stacked flat apartments/condominiums for seniors seeking smaller unit types




Office

Market Conditions:

- ❑ Existing tenant base is mainly small, local-serving professionals attracted to the Old Town environment/amenities
- ❑ Limited inventory for office uses within the CPA

Limiting Factors:

- ❑ Not an established major employment center
- ❑ Limited demand for office uses within the CPA
- ❑ Historic significance of buildings allows for only the reuse of existing properties in many cases
- ❑ Parking at standard office parking ratios may be difficult to accommodate



Office (Cont'd.)

Overall Market Support:

- ❑ Near-Term (within 10 years): Weak
- ❑ Long-Term (beyond 10 years): Moderate

Potential Development Opportunities:

- ❑ Small suites for professionals in adapted historic/older buildings
- ❑ Live-work space



Industrial

Market Conditions:

- ❑ No existing industrial space in CPA

Limiting Factors:

- ❑ No existing industrial uses in the CPA
- ❑ Presence of industrial uses would detract from historic character and conflict with visitor-oriented uses

Overall Market Support:

- ❑ Near-Term (within 10 years): Weak
- ❑ Long-Term (beyond 10 years): Weak

Potential Development Opportunities:

- ❑ None




Lodging

Market Conditions:

- ❑ Historic attractions draw visitors to the area
- ❑ Served mainly by limited service hotels with architectural elements that complement the historic character of Old Town

Limiting Factors:

- ❑ Leisure travelers are drawn to resort destinations outside of Old Town
- ❑ Hotel development extremely difficult to finance
- ❑ Projected future supply of 80 bed and breakfast rooms (Victorian homes in Heritage Row Park)
- ❑ Lack of vacant sites



Lodging (Cont'd.)

Overall Market Support:

- ❑ Near-Term (within 10 years): Moderate
- ❑ Long-Term (beyond 10 years): Strong

Potential Development Opportunities:

- ❑ Boutique hotels complementing the existing character of Old Town
- ❑ Adaptive re-use of existing buildings




Retail

Market Conditions:

- ❑ Existing retail consists of themed-retail, restaurants, and service-oriented businesses with entertainment as a unifying theme
- ❑ Minimal amount of vacant retail space in the CPA

Limiting Factors:

- ❑ Historic significance of buildings allows for only the reuse of existing properties in many cases



Retail (Cont'd.)

Overall Market Support:

- ❑ Near-Term (within 10 years): Strong
- ❑ Long-Term (beyond 10 years): Strong

Potential Development Opportunities:

- ❑ Mixed-use buildings with residential, lodging, or local-serving office on upper floors with ground floor retail



Potential Development Opportunity Sites

- ❑ Former Caltrans Building – 60-year old 115,700-SF office building formerly used as the San Diego headquarters for Caltrans; building is situated on a 2.5-acre parcel immediately south of Old Town historic park
- ❑ Pacific Highway and Taylor Street Intersection – The three corners at Pacific Highway and Taylor Street, near the I-5 and I-8 interchange, currently occupied by popular landmark diner, large underutilized parking lot, and Caltrans park and ride
- ❑ Morena Boulevard and Taylor Street Intersection – The intersection is occupied by motorcycle business and motel with adjacent vacant land